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From:

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The attached documents are related to Application 09/767,431, Filed January 22, 2001, Our Docket No.: US20000181.

-- Response to Requirement for Information Under 37 CFR 1.105.



US20000181

UNITED STATES PATENT AND TRADEMARK OFFICE

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Applicant:

Charles L. Jones

CENTRAL FAX CENTER

Invention:

Brand Equity System and method of Increasing the Same

OCT 0 7 2005

Serial No.

09/767,431

Date Filed:

January 22, 2001

Group Art Unit

3629

Examiner:

Naresh Vig

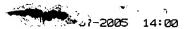
Mail Stop Amendment Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

Sir:

RESPONSE TO REQUIREMENT FOR INFORMATION UNDER 37 CFR 1.105

In the Office Action mailed August 16, 2005, the Examiner requested the Applicant to provide any known publications, papers, brochures, manual and press releases that describe providing product made by process of establishing a product personality for a product correlated with visual characteristics and designing product based on the correlation and desired brand personalities. Applicant has thoroughly searched for such material and has not located any relevant documents. To the extent such documents exist, if any, they are unknown to Applicant.

Applicant believes that the invention covered in the above-referenced application is a novel concept that was developed by Applicant as a result of his expertise in the product design



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area and not as a result of improving upon previously developed concepts.

Respectfully submitted,

Dated: October 7, 2005

Telephone: (269) 923-5604

WHIRLPOOL PATENTS COMPANY 500 Renaissance Drive - Ste. 102 MD750 St. Joseph, Michigan 49085

CERTIFICATE OF MAILING/TRANSMISSION (37 CFR 1.8(a))

I hereby certify that this correspondence is, on the date shown below, being:

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In transmitted by tacsimile to the Patent and Trademark Office, to Examiner Naresh Vig., c/o Central Facsimile Number 571-273-8300.

Sidoature

Date: October 7, 2005

Barbara L. Katowich (type or print name of person certifying)

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